

WDAF - TV - Issue Ad Public File Checklist

1. WOMEN VOTE
Name of Sponsoring Organization
2. Accepted: _____ Rejected: _____ (mark one)
3. Class of Time: RATE CARD
4. 9/27 - 10/3
Flight dates and times
5. SEE ATTACHED
Rate charged
6. SENATE RACE
Description of Issue
6. 1120 CONNECTICUT AVE WASHINGTON DC 20036
Address of Sponsoring Organization
7. _____
Telephone Number of Sponsoring Organization Email Address
8. _____
Sponsor's Officers/Directors/Executive Committee
STEPHANIE SCHROCK TRES
9. _____
Description of substantiation provided (if any)
10. Proper Sponsorship Identification: Yes _____ No _____

Name

[Signature]

Date

9/26/12



WDAF-TV

ORDER

Print Date 09/26/12 Page 1 of 6

Flight Dates **09/27/12-10/03/12**

Contract / Revision **578501 /**

Original Date / Revision
09/26/12 09/26/12

Advertiser **Women Vote**

Agency **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue
Suite 800
Washington, DC 20007**

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
WOMEN VOTE

Agency Com 15%

Billing Contact

**3050 K Street NW
Ste 100
Washington, DC 20007**

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # **1883**

Alt Order # **09829857**

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLI GEN

Product Codes PL2C

Priority 2

Advertiser Ref

Order Share 28% Market Value 135392

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	7%	9477
KCWE	%	0
KMBC	32%	43325
KMCI	%	0
KPXE	%	0
KSHB	32%	43325
KSMO	1%	1353

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	32	\$10,718.50	\$12,610.00	0.00
October 2012	38	\$21,505.00	\$25,300.00	0.00
Totals	70	\$32,223.50	\$37,910.00	0.00

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	32	\$10,718.50	\$12,610.00	0.00	08/27/12	09/30/12	32	\$10,718.50	\$12,610.00
October 2012	38	\$21,505.00	\$25,300.00	0.00	10/01/12	10/03/12	38	\$21,505.00	\$25,300.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	09/27/12	09/28/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	----F--	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS AT 530A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$450.00		0.00						
E 2	4	09/27/12	09/28/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
FOX 4 NEWS AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	2		\$450.00		0.00						
E 3	4	09/27/12	09/28/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	----F--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

Contract / Revision **578501** Flight Dates **09/27/12-10/03/12**

Original Date / Revision 09/26/12/ 09/26/12

Advertiser **Women Vote**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 33	4	10/01/12	10/03/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MTW----	:30	2	\$150.00	7	0.00	NM	2	\$300.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTW----	2		\$150.00		0.00						
E 34	4	10/01/12	10/03/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	MTW----	:30	2	\$200.00	2	0.00	NM	2	\$400.00
LIVE W KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTW----	2		\$200.00		0.00						
E 35	4	10/01/12	10/03/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MTW----	:30	2	\$225.00	3	0.00	NM	2	\$450.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTW----	2		\$225.00		0.00						
E 36	4	10/01/12	10/03/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	MTW----	:30	2	\$150.00	2	0.00	NM	2	\$300.00
JUDGE JOE/JUDGE JOE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTW----	2		\$150.00		0.00						
E 37	4	10/01/12	10/03/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTW----	:30	2	\$300.00	3	0.00	NM	2	\$600.00
JUDGE JUDY/JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTW----	2		\$300.00		0.00						
E 38	4	10/01/12	10/03/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	MTW----	:30	3	\$450.00	3	0.00	NM	3	\$1,350.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTW----	3		\$450.00		0.00						
E 39	4	10/01/12	10/03/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	MTW----	:30	3	\$450.00	3	0.00	NM	3	\$1,350.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTW----	3		\$450.00		0.00						
E 40	4	10/01/12	10/03/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	MTW----	:30	3	\$600.00	3	0.00	NM	3	\$1,800.00
FOX 4 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTW----	3		\$600.00		0.00						
E 41	4	10/01/12	10/03/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	MTW----	:30	3	\$750.00	7	0.00	NM	3	\$2,250.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTW----	3		\$750.00		0.00						
E 42	4	10/01/12	10/03/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	MTW----	:30	3	\$750.00	7	0.00	NM	3	\$2,250.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTW----	3		\$750.00		0.00						
E 43	4	10/01/12	10/03/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	MTW----	:30	3	\$750.00	7	0.00	NM	3	\$2,250.00
FOX 4 NEWS AT 10P															

